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34. A system for aggregating and preparing data for analysis, comprising: (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a data preparation method, comprising:

means for mapping integrating data stored by from a variety of systems in accordance with using xml and a common metadata standard;

means for converting stored data to standard account numbers, currencies, units of measure and time periods as required for analysis;

means for extracting data, converting it and storing it in a database for analysis schema.

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35. The data aggregation system of claim 34 wherein the means for extracting data is via a network. (amended) The computer readable medium of claim 34 where the common schema includes an organization designation.

36. The data aggregation system of claim 34 wherein data is extracted from a basic financial system. (amended) The computer readable medium of claim 35 wherein the designated organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

37. The data aggregation system of claim 34 wherein data is extracted from an advanced financial system. (amended) The computer readable medium of claim 34 where the common schema includes a data structure.

38. The data aggregation system of claim 34 wherein data is extracted from a human resource system. (amended) The computer readable medium of claim 37 where the data structure is a hierarchy.

39. The data aggregation system of claim 34 wherein data is extracted from an operation management system. (amended) The computer readable medium of claim 34 where the common schema includes a data dictionary.

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40. ~~The data aggregation system of claim 34 wherein data is extracted from an external database.~~ (amended) The computer readable medium of claim 39 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

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41. (amended) The data aggregation system computer readable medium of claim 34 wherein data is extracted obtained from the Internet group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

42. (amended) The data aggregation system computer readable medium of claim 34 wherein at least a portion of the data is extracted from soft asset management systems the Internet or an external database.

43. ~~The data aggregation system of claim 34 wherein data is mapped on the basis of the component of value it relates to.~~ (amended) The computer readable medium of claim 34 where the data preparation method further comprises converting data to match the common schema.

44. ~~The data aggregation system of claim 34 wherein data is the metadata standard is xml.~~ (amended) A data preparation method, comprising:  
integrating data from a variety of systems using xml and a common schema.

45. ~~A method for aggregating and preparing data for analysis, comprising:~~ (amended) The method of claim 44 where the common schema includes an organization designation and data structure.

~~mapping data stored by a variety of systems in accordance with a common metadata standard;~~

02/ ~~converting stored data to standard account numbers, currencies, units of measure and time periods as required for analysis;~~  
~~extracting data, converting it and storing it in a database for analysis.~~

46. ~~(amended) The data aggregation method of claim 45 wherein the means for extracting data~~designated organization is via a network~~single product, a group of products, a division, a company, a multi-company corporation or a value chain.~~

47. ~~The data aggregation method of claim 45 wherein data is extracted from a basic financial system.~~(amended) The method of claim 44 where the common schema includes a data dictionary

48. ~~The data aggregation method of claim 45 wherein data is extracted from an advanced financial system.~~(amended) The method of claim 47 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

49. ~~(amended) The data aggregation method of claim 45 wherein~~44 where data is extractedobtained from athe group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

50. ~~(amended) The data aggregation method of claim 45~~44 whereinat least a portion of the data is extracted from an operation management systemthe Internet or external databases.

51. ~~The data aggregation method of claim 45 wherein data is extracted from an external database.~~(amended) The method of claim 44 where the data preparation method further comprises converting and storing data in accordance with the common schema.

02/ 52. ~~The data aggregation method of claim 45 wherein data is extracted from the Internet.~~(amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers connected via a network to perform the data preparation method of claim 44.

53. ~~The data aggregation method of claim 45 wherein data is extracted from soft asset management systems.~~(amended) A computer implemented organization system, comprising:

networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

transform data from a variety of systems into a probabilistic model that quantifies the value contribution of elements of value to a value of an enterprise by category; and capturing proposed changes in element value drivers.

using the element impact model to simulate the impact of the proposed changes on enterprise financial performance; and

displaying the result of the simulation using a paper document or electronic display.

54. ~~The data aggregation method of claim 45 wherein data is mapped on the basis of the component of value it relates to.~~(amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers connected via a network to perform an organization method, comprising:

integrating data from a variety of systems into models that quantify element of value impact on a value of an enterprise by category of value;

determining a value for each of the categories of value;

combining the category values and element impacts to determine a value for each element of value; and

displaying the value of the enterprise and the value of each of the elements of value using a paper document or electronic display.

55. ~~The data aggregation method of claim 45 wherein data is the metadata standard is xml.~~(amended) The computer readable medium of claim 54 wherein the enterprise is a single product, a group of products, a division or a company.

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56. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 45.(amended) The computer readable medium of claim 54 where data is obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

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57. A financial measurement and reporting method for a value chain, comprising:(amended) The computer readable medium of claim 54 where the elements of value are selected from the group consisting of relationships, brands, channels, customers, employees, intellectual property, partners, processes, production equipment and vendors.

collecting and classifying the value chain data by component of value, category of value and real option;  
determining a contribution of each category of value to a value of the value chain;  
determining a contribution of each real option to a value of a value chain; and  
displaying the value chain value and the contribution of each of the categories of value and real options.

58. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 57.(amended) The computer readable medium of claim 54 wherein the models that quantify element impact are from the group consisting of neural networks; regression trees; projection pursuit regression; generalized additive model (GAM); redundant regression network; Bayes Regression, linear regression; support vector method, stepwise regression, entropy minimization, minimum message length (MML), Markov, LaGrange, Bayesian and path analysis.

59. A financial measurement and reporting system for a value chain, comprising:(amended) The computer readable medium of claim 54 where the categories

of value are selected from the group consisting of current operation, real options and market sentiment.

means for collecting and classifying the value chain data by component of value, category of value and real option;

means for determining a contribution of each category of value to a value of the value chain;

means for determining a contribution of each real option to a value of a value chain; and

means for displaying the value chain value and the contribution of each of the categories of value and real options.

60. The system of claim 59 wherein the means for displaying the value chain value and the contribution of each of the categories of value and real options comprises a paper document or an electronic display. (amended) The computer readable medium of claim 54 wherein the contribution of each element of value to a value of the enterprise is determined by its net impact on the categories of value and the other elements of value for the enterprise.

